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Water Wing Invention In Search of Licensee

An innovative new product designed to provide its users with enhanced enjoyment of various water-based activities, the **Water Wing**, has been developed by George A.D. Byrne of North Scituate, Rhode Island. The invention's unique design enables its users to directly engage in a number of different water sports, including water skiing and surfing.

The **Water Wing**, through its proprietary features, will provide peace of mind to the user and will minimize the chance of injury. The product will be made from flexible and pliable yet durable material, rendering it both comfortable for use and a wise long-term investment. Additionally, the **Water Wing** will be made available in a variety of sizes, allowing for single or multiple person use. Furthermore, the **Water Wing** will be competitively priced, adding to its appeal.

The **Water Wing** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the **Water Wing** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the watercraft products industry are currently being targeted as candidates to eventually commercialize the **Water Wing** on a worldwide basis.

In October 2013, Mr. Byrne contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Water Wing** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the World of Concrete Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the **Water Wing** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.